

P-25: Where to reach teens? At the movies!

Venue: Community

Goal: Preventing Initiation of Tobacco Use

Sponsoring Organization: Southwest Washington Health District and Tobacco Free coalition of Clark County

Abstract: The Southwest Washington Health District (SWWHD) receives little advertising as part of the statewide prevention campaign, because this region of the state receives media from the Portland (Oregon) market. To offset this lack of prevention messaging, the Health District ran an on-screen tobacco prevention advertising campaign in movie theaters for 6 weeks, from November 16th through December 28th 2001. The projected image was a slide created by the American Lung Association of Washington featuring Puyallup, Washington, native and 2-time Olympic Gold medallist Megan Quann. The ad portrays Megan near a swimming pool, wearing her gold medals, and reads “My Dream, My Victory, My Future. I choose to be smoke free”. The advertising was shown continuously, seven days a week on every theater screen before every movie at all four Regal Cinema multiplex theaters in Clark County. The movie campaign was chosen as an effective and cost-efficient local advertising medium compared to billboards, radio and television. It also provided a chance to counter the presence of pro-tobacco messages displayed in movies.

Recommendations: Find out if other organizations are running movie ad campaigns and use their information. Use already created graphics designed for movie screen application to expedite process and keep costs low. Advertise during peak seasons or popular movies.

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